

Marketing Audit Checklist

30 checks to find out where your marketing leaks — in about 30 minutes.

Tick what is true today. Every unticked box is a possible quick win. Start with the section that has the most gaps — that is usually where growth is stuck.

01 Strategy & Goals

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- ☐ Business goals for the next 12 months are written down
- ☐ Marketing goals are derived from them (not the other way round)
- ☐ Target groups and buying roles are clearly defined
- ☐ Positioning and core message are agreed across the team
- ☐ Budget is split by goal, not by habit

02 Tracking & Data

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- ☐ GA4 and Tag Manager are set up and tested
- ☐ Conversions reflect real business value (leads, sales, revenue)
- ☐ Consent mode / cookie banner is configured correctly
- ☐ UTM parameters are used consistently
- ☐ One dashboard shows the numbers everyone agrees on

03 Paid Media

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- ☐ Campaign structure follows goals and audiences
- ☐ Search terms and placements are reviewed regularly
- ☐ Landing pages match the ad promise
- ☐ Bidding strategy fits the amount of conversion data
- ☐ Budget shifts are based on results, not gut feeling

04 Website & Conversion

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- ☐ The value proposition is clear within 5 seconds
- ☐ Every key page has one clear next step
- ☐ Forms ask only for what is really needed
- ☐ Pages load fast on mobile
- ☐ Trust signals (results, references, certificates) are visible

05 CRM & Automation

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- ☐ Every lead lands in one CRM with its source
- ☐ Marketing and sales share one definition of a qualified lead
- ☐ New leads get a response within one working day
- ☐ Nurturing sequences exist for leads who are not ready yet
- ☐ Customers are reactivated (cross-sell, reviews, referrals)

06 Content & SEO

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- ☐ Content answers the real questions of buyers
- ☐ Important pages target clear search intents
- ☐ Titles and meta descriptions are written, not auto-generated
- ☐ Content is structured so AI search tools can quote it
- ☐ A realistic publishing rhythm is planned and kept

YOUR SCORE

Total: _____ / 30

25–30: strong foundation — focus on scaling. 15–24: solid, with clear quick wins. Below 15: fix the basics first; more budget will not help yet. Want a second opinion on your results? Book an intro call at matrix-insight.com.